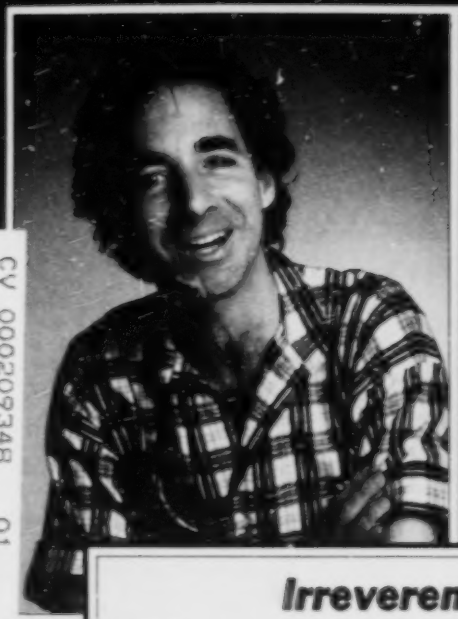
- Westinghouse weighs sale of cable properties
- Viacom to take control of Showtime & MTV
- Who's muscling whom? Scrambling debate intensifies
- Turner floats movie channel concept

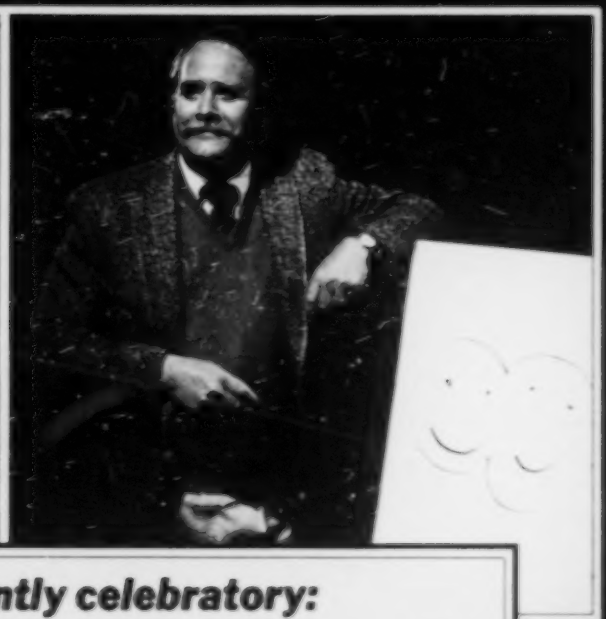
Eastern Show: Scoping new opportuniti

CableVision

The news and features weekly of the cable television industry

September 2, 1985





CV 000209348 01
ACQUISITIONS EDITOR
CONGRESSIONAL INFO SVC
4520 EAST WEST HIGHWAY
BETHESDA MD
20814

Irreverently celebratory:
Cinemax marks 5th anniversary

Leading the Week

Westinghouse to sell systems

Westinghouse Electric announces a major restructuring effort which will include the sale of its 2.1 million subscriber cable television division 11

Scrambling debate

The dispute continues over control and technology of scrambling as basic programmers are not responding to MSO's push toward M/A-COM's VideoCipher II 12

Viacom controls Showtime, MTV

Viacom International, which already owns 50 percent of Showtime/The Movie Channel, has agreed to acquire Warner Communication's interest in Showtime/TMC and MTV 13

Warner Amex cable plans

Theories and questions surround the issue of what Warner Amex's Chairman Steven Ross will ultimately do with its cable systems after Viacom took over Showtime/TMC and MTV 14

Ted Turner

TBS classic movie channel

Turner Broadcasting System is working up a proposal to launch a full-time classic movie network with a library of some 500 MGM films as a main attraction ..14

Must-carry question

The cable industry states clearly its opposition to a request by the National Association of Broadcasters for a stay of the *Quincy Cable vs. FCC* decision invalidating FCC must-carry rules.....15

PPV merger close

The proposed merger between Telstar Corp. and Pierce Ventures Ltd., that would create a national PPV service will be finalized by Labor Day according to executives with both companies.....15

Centel Videopath success

The Centel Videopath, the cable industry's first "hard" advertising interconnect, is drawing revenues of about $1 million a year and is proving to be an important tool for delivery of broadcast programming and corporate videoconferencing after two years in business ..16

Detroit suburbs sue Booth

Four Detroit suburbs are suing Booth Communications Inc. to determine whether federal law supersedes local television franchise contracts. The suit is one of the first legal challenges to the country's 1984 Cable Communications Policy Act 17

Connecticut regulation

Cable operators in Connecticut will decide later this month whether to oppose a proposed state regulation requiring operators to give customer rebates for "significant" system outages.....17

HSN expands air time

Home Shopping Network expanded from its five-hour midday block to 16-hour daily transmission as a prelude to starting full-time operations sometime next month 20

Explore other avenues

While the pay TV boom may have slowed down, there are a variety of ways operators can improve profit potential. That was the message at the annual Eastern Cable Television Show last week in Atlanta 21

Slow pay cable growth

John Billock of Home Box Office and Jack Heim of Showtime/TMC gave a multitude of reasons at the Eastern Show why pay cable growth has generally been lackluster this year and cited several factors behind the recent slippage in pay sub acquisition rates 22

Local ad advantages

Don Olsen of Colony Communications, Frank Woodbeck of Capital Cities Cable and Rod Clark of ATC told an Eastern Show group to take advantage of local advertising sales 23

Cover Story

Daryll Hall and John Oates with Eddie Kendricks and David Ruffin.

Convinced they have nailed down the right mixture of image and program mix, Cinemax officials are celebrating the system's fifth anniversary brimming with confidence. Cinemax programming includes entertainers featured on the cover: (top left) Harry Shearer, (top right) Martin Mull, (bottom left) Rod Stewart and (bottom right) Crystal Gayle. Associate Editor Simon Applebaum reports on page 28.

On Demand Programming 25

In their attempts to keep the viewing public tuned into cable, operators are looking to pay-per-view as the weapon to be used against VCR ownership. Some research has shown that a significant number of viewers exposed to PPV prefer it over patronizing videotape rental stores.

Departments

Programming.....28
Review 30
Business & Finance 34
Stock Market.....38
New Products 39
Events.....40
People.....41
Classifieds 45
Advertisers' Index 47
Cable Stats.....48
Parting Words 50

Film product comparison— September

Film	Pay Networks					Distributor
Actor				HTN		TEN
Adventures of Buckaroo Banzai: Across the 8th Dimension	(HBO)		TMC*			20th Century-Fox
Agent 008 3/4			TMC			New Century
Alice's Adventures in Wonderland		ST				Muller Media
Alligator			(TMC)		MAX	Cinema Signal
All That Jazz			(TMC)		MAX*	20th Century-Fox
All the President's Men	HBO		TMC			Warner Bros.
Alphabet City	(HBO)	(ST)			MAX	Atlantic TV
Ambush		ST				MGM/UA
Android	(HBO)				MAX	Castle Hill
Anna to the Infinite Power				HTN*		Film Gallery
Aphrodite		ST*				Atlantic TV
Ask Any Girl					MAX	MGM/UA
Bachelor and the Bobby Soxer					MAX	RKO
Battleground					MAX	MGM/UA
Bells Are Ringing			(TMC)	HTN*		MGM/UA
Best Defense		ST				Paramount
Beyond the Limit	HBO				(MAX)	Filmwriters
Big Chill, The	HBO*				(MAX)	Columbia
Big Leaguer		ST				MGM/UA
Big Red One					MAX	Lorimar
Big Score, The	HBO					Almi
Biko Inquest, The		ST				Showtime
Bite the Bullet					MAX	Columbia
Bitter Harvest			TMC*		(MAX)	Viacom
Blackout	HBO*					Peregrine
Black Stallion Returns, The	HBO	(ST)				MGM/UA
Blue Lagoon	HBO	(ST)	TMC			Columbia
Blues Brothers, The					MAX	Universal
Body Rock	HBO					New World
Bounty	(HBO)				MAX*	Orion
Brady's Escape	(HBO)		TMC	(HTN)		Satori
Brass Ring, The			TMC	(HTN)		Film Gallery
Breakin'	HBO					Cannon Films
Bringing Up Baby					MAX	RKO
Buddy System, The	(HBO)	ST		(HTN)	(MAX)	20th Century-Fox
Bustin' Loose					MAX	Universal
Cal			TMC		MAX	Warner Bros.
Carnal Knowledge	HBO		(TMC)			Embassy
Catherine & Co.		ST*				Film Gallery
Chattanooga Choo Choo	HBO*		(TMC)			April Fools
C.H.U.D.	HBO		TMC			New World
Cloak & Dagger	(HBO)	(ST)	TMC*	(HTN)		Universal
Come Fly With Me		ST				MGM/UA
Competition, The					MAX	Columbia
Conan the Destroyer	HBO*	(ST)	(TMC)	HTN	(MAX)	Universal
Crackers			TMC		(MAX)	Universal
Cross Creek	HBO*			(HTN)	MAX*	Thorn/EMI
Daniel					MAX	Filmwriters
Dark Places		ST	(TMC)			Castle Hill
Dead and Buried					MAX	Film Finance
Educating Rita	HBO*		TMC	(HTN)	(MAX)	Columbia
Eraserhead			TMC			Almi
Escape Artist, The			TMC			Zoetrope
Executioner's Song			TMC		(MAX)	Viacom
Exterminator, The	HBO*					Embassy
Fat Chance				HTN		Wrightwood Entertainment
5th Musketeer					MAX*	Columbia
Fighting Back			TMC*			Paramount
Fitzcarraldo			TMC			Viacom
Footloose		(ST)	TMC*			Paramount
For the First Time		ST				MGM/UA
French Postcards			TMC*			Paramount
Funny Lady	HBO			HTN*	(MAX)	Columbia
Gaslight		(ST)		HTN*		Warner Bros.
Gift of Love, The					MAX*	20th Century-Fox
Gloria	HBO					Columbia
Golden Seal, The	HBO		(TMC)			S. Goldwyn
G'olel				HTN*		Warner Bros.
Gondola, The				HTN*		TEN
Gorky Park	(HBO)				MAX*	Orion
Grey Fox, The	(HBO)	ST				The Movie Store
Greystoke: The Legend of Tarzan, Lord of the Apes	HBO*	(ST)	(TMC)			Warner Bros.
Hambone & Hillie	HBO*			HTN	(MAX)	New World
Hardbodies	HBO*					Columbia
Hardly Working	HBO				(MAX)	Hardly Working Ltd.
Heat and Dust	(HBO)	ST*			MAX	Universal
Highest Honor	HBO					Universal
Highpoint	(HBO)			HTN		New World
Hollywood Hot Tubs		ST			MAX	Seymour Bord
Hook, The		ST				MGM/UA
Hopscotch			TMC		(MAX)	Viacom
Hot Dog-The Movie	HBO		(TMC)		(MAX)	MGM/UA
Hot Stuff	(HBO)			HTN*	MAX	Columbia
House of the Long Shadows	(HBO)	(ST)			MAX	Viacom
Hysterical					MAX	Cinema Group
Iceman	(HBO)	(ST)	(TMC)	HTN*		Universal
Ice Pirates		(ST)		HTN	(MAX)	MGM/UA
If You Could See What I Hear	(HBO)	(ST)			MAX	The Movie Store
I'm a Fool		ST				Cinema Signal
It's a Dog's Life		ST				MGM/UA
Jack Frost				HTN		Corinth
Jaws III	(HBO)		(TMC)	HTN*	(MAX)	Universal
Jeremy			(TMC)		MAX	MGM/UA
Karik the Wolf Dog		ST				Viacom
Keep, The			TMC*			Paramount
Kentucky Fried Movie			(TMC)		MAX	UFD
Kidco	HBO					20th Century-Fox
Kind Hearts & Coronets			TMC			Janus
King of Comedy					MAX	Embassy
Kipperbang		ST	(TMC)			Coldcrest
Ladies of the Corridor				HTN		TEN
Last Starfighter, The	HBO*	(ST)	(TMC)	(HTN)	(MAX)	Universal
Last Tycoon, The			TMC			Paramount
Leave 'Em Laughing		ST			(MAX)	Viacom
Lies My Father Told Me	HBO					Columbia
Life on Earth	(HBO)			HTN		Warner Bros.
Love Letters	(HBO)		TMC*			New Horizons
Love Streams	HBO					Cannon Films
Magic of Lassie	HBO*				(MAX)	Lassie Prod.
Making the Grade	(HBO)		TMC*			MGM/UA
Master Harold and the Boys		ST				Showtime
Melanie	HBO		(TMC)		(MAX)	Simcom
Merry Christmas, Mr. Lawrence			TMC*			Universal
Metalstorm		ST				Universal
Metalstorm: The Destruction of Jared Syn				HTN*	(MAX)	Universal
Mike's Murder	(HBO)	(ST)			MAX	Warner Bros.
Minor Miracle, A		(ST)		HTN*		K-Pay
Money on the Side	HBO					Columbia
Moonlighting			TMC	HTN*	(MAX)	Universal
Mother is a Freshman			TMC			20th Century-Fox
Mother Lode	HBO	(ST)			MAX*	Atlantic TV
Mother Wore Tights					MAX	20th Century-Fox
Muppets Take Manhattan	HBO*					Tri-Star
Murder In Space		ST*				Showtime
Mussolini: The Decline & Fall of Il Duce-Pt. 1&2	HBO					HBO Premiere Films & RAI
My Favorite Wife					MAX	20th Century-Fox
My Favorite Year		ST				MGM/UA
My Tutor	(HBO)	ST	TMC		(MAX)	Universal
Natural, The	HBO*					Tri-Star
Nesting, The		ST				Castle Hill
Never Say Never Again	HBO	(ST)	TMC*	HTN*	(MAX)	Warner Bros.
Nightmares	HBO					Universal
Night of the Juggler			TMC			Viacom
Night of the Shooting Stars			TMC*		MAX	Warner Bros.
1900			TMC			Paramount
No Other Love					MAX*	TLF
Now and Forever		ST				Universal
Once Upon a Time in America	HBO	ST	TMC			Warner Bros.
One From the Heart		(ST)	TMC			Zoetrope
On Golden Pond	HBO				(MAX)	ITC
Oxford Blues	HBO*	(ST)	(TMC)	(HTN)		MGM/UA
Paradise					MAX	Embassy
Password is Courage, The		ST				MGM/UA
Percy			TMC			Viacom
Personal Best			TMC			Warner Bros.
Personals, The	HBO					Viacom
Phar Lap			TMC*		(MAX)	20th Century-Fox
Philadelphia Experiment, The					MAX	New World
Police Academy	HBO*	(ST)	(TMC)		(MAX)	Warner Bros.
Popeye		ST				Paramount
Porky's					MAX	20th Century-Fox
Private Eyes					MAX*	Private Eyes

Film	Pay Networks					Distributor
Private Potter		ST				MGM/UA
Professor Potter's Magic Potion		ST	(TMC)			Satori
Race For The Yankee Zephyr					MAX	Hemdale
Rare Breed	(HBO)				MAX	New Breed
Red Dawn	HBO*	(ST)	(TMC)		(MAX)	MGM/UA
Reno & the Doc	HBO					ACM TV
Return of Martin Guerre, The			TMC			European International
Reunion at Fairborough	HBO*					Columbia
Revenge of the Nerds	HBO*	(ST)	(TMC)		(MAX)	20th Century-Fox
Revenge of the Ninja	HBO	(ST)			(MAX)	Viacom
Rhinestone	HBO*	(ST)	(TMC)		(MAX)	20th Century-Fox
Right Stuff, The	(HBO)	ST	(TMC)	(HTN)		Warner Bros.
River Rats, The		ST				Paramount
Roadhouse 66	HBO					Atlantic TV
Rock n Roll High School			TMC			Viacom
Roller Boogie	HBO					CMP
Romancing the Stone	(HBO)	ST	(TMC)		(MAX)	20th Century-Fox
Rope			TMC*	HTN*		Universal
Royal Wedding			TMC*		(MAX)	MGM/UA
Sacred Ground		ST				Pacific Int'l
Secret of the Golden Dragon			(TMC)	HTN*		Satori
Secrets			TMC			Goldcrest
Seduction of Joe Tynan	HBO					Universal
Sheena	HBO					Columbia
Sinbad and the Eye of the Tiger	HBO					Columbia
Sixteen Candles	HBO*	(ST)	(TMC)	(HTN)	(MAX)	Universal
Six Weeks	HBO				(MAX)	Polygram
Slayground	(HBO)				MAX	Thorn/EMI
Something Wicked This Way Comes	HBO*	(ST)	(TMC)	HTN		B.V.
Somewhere Tomorrow	HBO			(HTN)		Film Gallery
Space Raiders	HBO		(TMC)			New Horizons
Splash	(HBO)	ST		HTN	(MAX)	B. Vista
Split Image					MAX	Polygram
Spy With My Face, The				HTN*		MGM/UA
Squeeze Play		ST				Troma
Stacy's Knights					MAX	Crown
Starstruck	HBO*					Learning Corp. of America
Staying Alive		(ST)	TMC			Paramount
Stella Dallas	(HBO)		(TMC)	(HTN)	MAX	S. Goldwyn
Stories From A Flying Trunk		(ST)	TMC			Viacom
Strange Invaders	(HBO)			HTN	(MAX)	Orion/WB
Sudden Impact	(HBO)				MAX*	Warner Bros.
Super Fuzz	(HBO)				MAX	Embassy
Swallows and Amazons			TMC			Viacom
Swamp Thing, The	(HBO)				MAX	Embassy
Swing Shift	(HBO)	(ST)	(TMC)		MAX	Warner Bros.
Tank	HBO*	(ST)	(TMC)			Universal
Target Eagle			TMC			Viacom
Teachers	HBO		TMC			MGM/UA
Ten From Your Show of Shows	HBO*					Les Haber
Terminator, The	HBO					Hemdale
Testament	HBO*					Leisure Corp.
Three Little Words			(TMC)	HTN*	(MAX)	Paramount
Thumbelina				HTN		MGM/UA
Tightrope	HBO	ST	TMC		MAX	Turner Program Service
To Catch a King	HBO					Warner Bros. Entertainment Partners
Topper					MAX	Hal Roach
Top Secret		(ST)	TMC			Paramount
To Trap a Spy			TMC			MGM/UA
Toy Soldiers		ST				New World
Treasure in the Caves		ST	(TMC)			Satori
Treasure Island			TMC			Warner Bros.
Trenchcoat	HBO	(ST)	TMC	(HTN)	(MAX)	BV
Trouble With Harry The			TMC*	(HTN)		Universal
True Confessions		(ST)	TMC			MGM/UA
Underfire	HBO				(MAX)	Orion
Under the Volcano	HBO				(MAX)	Universal
Unfaithfully Yours		ST		(HTN)	(MAX)	20th Century-Fox
Until September	(HBO)	ST*				MGM/UA
Vanessa					MAX	Film Gallery
Walk on the Wild Side	HBO			HTN*	(MAX)	Columbia
Where the Boys Are (1984)	HBO*				(MAX)	Tri-Star
The Wicked Lady		ST*			(MAX)	Viacom
Wild Life, The	HBO	ST	TMC			Universal
Willy Wonka & the Chocolate Factory	(HBO)		(TMC)		MAX	Warner Bros.
Woman In Red, The	HBO*					Orion
Wonder Man		ST			(MAX)	Goldwyn
Wuthering Heights					MAX*	S. Goldwyn

Cable Network Legend:
HBO-Home Box Office
ST-Showtime
TMC-The Movie Channel
HTN-Home Theater Network
MAX-Cinemax

- Networks in parentheses indicate carriage in April, May, June, July, August and/or September.
- An asterisk indicates the film is a carry-over from April, May, June, July, August and/or September.
- In total, 198 films appear on the September schedules of Home Box Office, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles, during the last six months, four films have played on all five services; 14 films have played on four of the five services; 22 films have played on three services and 57 films on two services. One hundred and one were unduplicated.
- The motion picture distributor with the most titles on pay TV this month is MGM/UA with 21, followed by Universal with 17, Warner Brothers with 15 and Columbia and 20th Century-Fox with 13.

Top 20 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc.	3,660,308	(3/85)
2	American Television and Communications Corp.	2,500,000	(2/85)
3	Group W Cable	2,091,794	(3/85)
4	Cox Cable Communications	1,521,667	(3/85)
5	Storer Cable Communications	1,500,000	(3/85)
6	Warner Amex Cable Communications, Inc.	1,204,000	(3/85)
7	Continental Cablevision	1,033,160	(4/85)
8	Times Mirror Cable Television, Inc.	976,140	(3/85)
9	Newhouse Broadcasting	910,190	(4/85)
10	United Cable Television	806,000	(3/85)
11	Viacom Cablevision	800,000	(4/85)
12	UA Cablesystems Corp.	713,000	(4/85)
13	Sammons Communications, Inc.	659,716	(4/85)
14	Cablevision Systems Development Co.	546,749	(3/85)
15	Rogers Cablesystems, Inc.	524,357	(4/85)
16	Jones Intercable Inc.	511,842	(7/85)
17	Comcast Cable Communications	481,000	(3/85)
18	Telecable Corp.	453,094	(3/85)
19	Heritage Communications, Inc.	447,192	(3/85)
20	McCaw Communications	382,000	(3/85)

Subscriber counts are provided by MSOs and systems to International Thomson Communications Inc.

Top 20 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	256,410	(3/85)
2	Woodbury (Long Island), NY	Cablevision Systems Development	228,900	(4/85)
3	Manhattan, NY	ATC	206,900	(12/84)
4	Florida Division (Orlando/Ormond Beach)	ATC	196,700	(12/84)
5	San Antonio, TX	Rogers Cablesystems	190,979	(4/85)
6	Houston, TX	Warner Amex	185,000	(3/85)
7	East Orange, NJ	Macdonald Hunter	172,246	(1/85)
8	Honolulu, HI	ATC	156,400	(12/84)
9	Wayne, NJ	UA Cablesystems	138,000	(4/85)
10	Tulsa, OK	United Cable	134,869	(4/85)
11	Cincinnati, OH	Warner Amex	130,000	(3/85)
12	Englewood, CO	United Cable	125,400	(3/85)
13	Cherry Hill, NJ	New York Times	123,134	(4/85)
14	Rochester, NY	ATC	117,100	(12/84)
15	Atlanta, GA	Prime Cable	116,642	(3/85)
16	Baltimore County, MD	Comcast Cable	115,000	(3/85)
17	Erie County, NY	Prime Cable	114,908	(4/85)
18	Tidewater (Norfolk), VA	Cox Cable	113,888	(3/85)
19	San Jose, CA	Gill Industries	106,724	(4/85)
20	Memphis, TN	ATC	106,300	(12/84)

Subscriber counts are provided by MSOs and systems to International Thomson Communications Inc.